



AMONG NEW BUILDINGS

Completion of new Blisscraft of Hollywood building in Hollywood Industrial center called for christening of "Powerful Polly," new 125,000-pound plastic press, biggest in the west. Left to right are Mr. and Mrs. C. O. Bliss, heads of the firm, and film actress Kathy Marlowe.

SOUTHWEST BOOMED BY 300 MILLION DOLLAR HOLLYPARK PROJECT

Work is progressing rapidly on the construction of "Hollypark," the huge \$300,000,000, 900-acre "City Within a City" development of residential communities and industrial section which has a tremendous impact on the future growth of the Torrance, Hawthorne, Inglewood, and Gardena areas.

This was reported yesterday by George Keiter, spokesman for the Hayden Lee Development co., which is constructing 35 major factories in the industrial portion of the section.

The Hayden Lee firm also is widely known for its development of the nationally famed Los Angeles International Airport Industrial tract and the

Culver City industrial area. Structures for the new Hollywood industrial center are designed by Architect S. Charles Lee of the Hayden Lee firm.

The buildings, available for lease or sale, front on Western ave., El Segundo Blvd. and Crenshaw Blvd., Keiter explained. Planned to suit light manufacturing industries, the buildings range from 10,000 square feet to virtually any size desired, he said.

Thus far, 11 new single story plants have been finished and occupied in the first section of Hollypark industrial and construction is moving rapidly in the second section, where four new plants currently are under way or newly completed, Keiter said.

The entire project is being fashioned from 900 strategically located acres forming a portion of the colorful and historic O. T. Johnson ranches.

Industries already represented in the new Hollypark industrial center development include Paller & Goldstein Sheet Metal Co., Harn of California, Standards Brands Paint Co., Lee-Tex Rubber Products of California, Sunshine Manufacturing Co., Crenshaw Development Co., Creative Process Printing, National Cash Register Co., A & A Diecasting Co., Blisscraft of Hollywood, Shell Oil Co., and Tidewater Associated Oil Co.

12 employees who work out of a modern 3-year-old building. Aguilar, who has lived in Southern California all his life, worked over 18 years with Shell as a sales accountant.

Ambulance Service Here Eleven Years

South Bay Ambulance, 704 Torrance Blvd., Redondo Beach, has been established at the same location every since its inception 11 years ago.

The ambulance service, headed by Lennon D. Aguilar, offers the most modern up-to-date ambulances which come radio-equipped and ready to handle incursions.

In addition, South Bay Ambulance offers a complete line of sick room supplies and oxygen service.

It also handles calls for the Visiting Nurses Assn., and has a physicians' exchange service. Trained attendants are on duty at all times. The firm has



AMERICAN ROCK WOOL

The bulk of the mineral wool used for building insulation is sold in the Los Angeles area, although the firm services the West Coast.—Press Photo.

American Rock Wool Firm's Product Used for Insulation

Used for building insulation, a foamy white mineral wool converted from a material resembling wet earth is fabricated locally at the American Rock Wool Corp., 401 Arlington.

Slag tailings left over from the production of 20 Mule Team Borax find their way through a series of complicated processes and end up as rock wool.

The bulk of production of the Torrance plant is sold in the Los Angeles area, although the local division is set up to service the west coast.

American Rock Wool furnishes a great amount of its product to water heater manufacturers in this area for insulation purposes.

Over one-third of the water heaters made in the United

States are made in the Los Angeles area, it was stated.

Buy's Plant

The story of mineral wool in Torrance dates back some years to Coast Insulating Corp., whose plant was acquired in 1946 by American Coast, then producing granulated wool, white wool rolls, and white batts.

Then one building took care of the processing, selling, and office staffs. Immediately after the purchase of the concern by American, a second plant was erected. During the following year office buildings went up, and in '48 the old plant was dismantled.

Today the sprawling facilities of Arlington ave., across from Columbia Steel contain three production lines, and various supplemental buildings to the main operation of combining minerals with chemicals to produce mineral wool.

Space is also available and utilized for a large mineral stockpile.

Mixing Process

Preliminary mixing of the materials which go to make up mineral wool is done by a bulldozer, a tractor loader and three standard dump trucks.

Machinery is used because the basic minerals are received from the borax company in a state resembling wet earth and are about as hard to handle.

From the mixing pile, the blended minerals move to a reverberatory furnace by overhead crane.

The furnace is fed by hand and under intense reflected heat bakes the wet minerals into the finished product.

Steam generated by the waste heat boilers through which exhaust gases pass is piped back for use in the manufacturing process. Natural gas, plus burning oils, is used as fuel.

Plant Added

In March, 1950, an addition in the shape of a resin manufacturing plant was erected, to produce as much of the sticky product as required by the Torrance plant.

Construction was completed last year on a 10,000 sq. ft. new warehouse addition.

From the mineral wool, a

Sergeant In Okinawa

Army M/Sgt. Stephen C. Stephens, whose wife, Yoshiko, lives at 18889 S. Prairie ave., recently arrived on Okinawa and is now assigned to the Army's Transportation Group of the Ryukyus Command.

wide range of products, including loose granulated house batts and industrial felt, is manufactured.

Other products are white wool rolls, resilient sheets, duct wrapping, and insulating and acoustical quilts.

The normal operating force consists of 100 plant employees and about 15 supervisory and administrative personnel.

In charge of the overall supervision of the concern is John A. Ebbinghouse, 4334 Ranchview Rd., Rolling Hills, who joined American as a production employee at Wabash, Indiana, in 1938.

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Tolson Real Estate Firm 11 Years Old

W. H. Tolson and Associates, 1618 Cravens ave., is owned and operated by Bill Tolson, Torrance resident for 45 years, and his sons, Bob and Bill, Jr.

The realty firm opened in 1946 at 1920 Carson st., moving to the present location three years ago.

The firm now concentrates on general real estate work, insurance, some financing and property management in Torrance.

Tolson started out as a commercial, industrial and land broker, then working into subdivision work here and in Orange county.

During the tract days, he sold 2000 homes here and in Orange county.

At present the firm is also doing business in Riverside and San Bernardino county. Tolson also had an office in Manhattan Beach which he sold.

In addition to the three Tolsons, the staff consists of Lee Wilson, Manuel Zamorano, and Ben Roberts, salesmen, and Mrs. Marjorie Cummins, secretary.

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MODERN BUILDING AND FACILITIES

In addition to its ambulance service, South Bay Ambulance offers sick room supplies, oxygen service and a physician's exchange service.—Press Photo.



Firm Sells Lumber And Boats Here

B. W. Byrne & Sons, featuring hard lumber as well as outboard motors and boats, located in Torrance three months ago, moving here from Long Beach where the firm was in business 13 years.

The 7500 sq. ft. building, at 26400 Crenshaw Blvd., is well lighted and not too cold, the lumber being stored inside thus being well-protected.

The firm started with boat and cabinet lumber—hard as well as soft woods—and has now branched out into selling boats and outboard motors.

the firm said, indicating that the firm sells retail and whole. Makes include Champion, Larson, Kennedy, and Super-Hydro.

"We have probably the best selection of hardwood lumber in this area," an official for sale.

Heading the firm is George C. Byrne, president, who has been in the lumber business over 30 years. Other officers include Bayard W. Byrne, III, second vice-president; Rex Little, first vice-president, and Harold Gray, in charge of paint sales.

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